

## Message Text

UNCLASSIFIED

PAGE 01 CARACA 07144 182020Z  
ACTION ARA-14

INFO OCT-01 ISO-00 EB-07 /022 W  
-----104609 190030Z /64

R 181819Z JUL 77  
FM AMEMBASSY CARACAS  
TO AMEMBASSY BOGOTA  
AMCONSUL CALI  
AMEMBASSY QUITO  
AMCONSUL GUAYAQUIL  
AMEMBASSY LIMA  
AMEMBASSY PORT OF SPAIN  
INFO SECSTATE WASHDC 8440  
USDOC WASHDC

UNCLAS CARACAS 7144

E.O. 11652: N/A  
TAGS: BEXP, VE  
SUBJ: COMMERCIAL EXHIBITION TELETRONICA '77

1. DURING THE PERIOD SEPTEMBER 26-OCTOBER 1, 1977, THE U.S. DEPARTMENT OF COMMERCE IN COOPERATION WITH AMERICAN EMBASSY CARACAS WILL CONDUCT AN EXHIBITION OF EQUIPMENT FOR THE TELECOMMUNICATIONS, RADIO AND TELEVISION INDUSTRIES, AND SECURITY EQUIPMENT.
2. THE EXHIBITION WILL BE HELD IN THE NEW THOMAS ALVA EDISON BUILDING AT THE UNIVERSIDAD METROPOLITANA, WITH DAILY EXHIBITION HOURS FROM 4PM TO 10PM EXCEPT SATURDAY WHEN THE HOURS ARE FROM 10AM TO 6PM.
3. RECENT MARKET RESEARCH HAS REVEALED AN INCREASING DEMAND FOR MICROWAVE SYSTEMS, AM BROADCASTING EQUIPMENT, MILITARY HF, VHF AND UHF SYSTEMS, FM BROADCASTING EQUIPMENT. GROUND SATELLITE STATION EQUIPMENT, AND MICROWAVE TESTING AND CONTROL SYSTEMS. OTHER EQUIPMENT IN HIGH DEMAND IS USED FOR CIVIL

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VHF SYSTEMS, ELECTRONIC PUBLIC TELEPHONE EXCHANGES, LF SYSTEMS, KEY TELEPHONE SETS, TELEPHONE SYSTEMS AND VHF/UHF TESTING AND CONTROL SYSTEMS.

4. THE MAJOR END-USER SECTORS WILL BE TELEPHONE COMPANIES, MINISTRIES OF COMMUNICATIONS, PUBLIC WORKS AND DEFENSE, THE PETROLEUM AND POWER SECTORS, POLICE AND CIVIL DEFENSE, STATE

GOVERNMENTS, OTHER GOVERNMENT-CONTROLLED SECTORS AND PRIVATE ENTERPRISE GENERALLY.

5. PRODUCTS FROM MORE THAN 100 LEADING AMERICAN MANUFACTURERS WILL BE PRESENTED, INCLUDING A BROAD SPECTRUM OF HIGHLY SOPHISTICATED EQUIPMENT AND TECHNOLOGY EVIDENCING THE DEGREE OF TECHNICAL ADVANCEMENT AND STRONG COMPETITIVE POSITION OF U.S. TELECOMMUNICATIONS SUPPLIERS. SECURITY SYSTEMS ARE RAPIDLY ATTAINING A POSITION OF IMPORTANCE AND THIS AREA OF INTEREST WILL ALSO BE SATISFIED BY EXHIBITED EQUIPMENT.

6. ACTION REQUEST. ALL ACTION POSTS WILL BE SUPPLIED WITH TECHNICAL INFORMATION BROCHURE COVERING EXHIBITING COMPANIES AND THEIR PRODUCTS BY AUGUST 6 AT THE LATEST. MAILING LISTS OF END-USERS DO NOT EXIST HERE FOR THESE PRODUCTS AND WE ARE REQUESTING THE COOPERATION OF ACTION POSTS IN PUBLICIZING THIS EVENT IN THEIR COMMERCIAL NEWSLETTERS AND BY LOCAL DISTRIBUTING THE BROCHURES TO THOSE ENTITIES IDENTIFIED IN PARAGRAPH 4.  
VAKY

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NNN

## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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**Review Markings:**  
Margaret P. Grafeld  
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